The Joy of Data: *Graphical User Interface (GUI) Technologies*
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"A good interface is like a joke. If you have to explain it, it's not that good."
---*Martin LeBlanc*

Introduction:
A Graphical User Interface (GUI) application is one where a user primarily uses a mouse and various screen elements to complete a task on a computer. Excel is an example of a GUI application. Many people use Excel because "it feels natural"; that is, to a business person a spreadsheet is blank (like a word processor) but structured by rows and columns (like a ledger) to do calculations and analyses.

Tableau, Power BI Desktop, and IBM SPSS are desktop applications but can be run for free in CSUN's cloud server, [MyCSUNSoftware](#), aka "Apporto").

The following are examples—other than Excel—of GUI applications that are commonly used in business analytics. This list is not exhaustive.

Spreadsheets — Desktop-based, free, all operating systems:
[LibreOffice](#) (this is like an open source version of Microsoft Office)

Spreadsheets — Desktop-based, free, MacOS/IOS only:
[Apple Numbers](#) (part of IWork software that comes with every Apple computer)

Spreadsheets — Cloud-based, free:
[Google Sheets](#) (part of the Google Docs suite)

Business Intelligence — Desktop-based, [free for students](#) (renewable, annually):
[Tableau](#) (software to do extensive analytics and tell a story, simultaneously)

Business Intelligence — Desktop-based:
[Power BI Desktop](#) (Microsoft software to do more analytics than Excel)

Statistical Analysis — Desktop-based:
[IBM SPSS](#) (software to do sophisticated statistical analysis—used in MKT 346)

Statistical Analysis — Cloud-based, free trial:
[Alteryx](#) (you upload your data to this service and it "does" your analysis for you)

Statistical Analysis — Cloud-based, free trial:
[Qlik](#) (you upload your data to this service and it "does" your analysis for you)